

ADVERTISING SPECIFICATIONS FOR DIGITAL FILES

Mechanical Requirements

Magazine Trim Size: 8" x 10 1/2"
 Binding Method: Saddle Stitch
 Printing Process: Web Offset

Standard Unit	Bleed Measurements	Non-Bleed Measurements
Spread	16 1/2" x 10 3/4"	15 1/2" x 10"
Full Page (incl. covers)	8 1/4" x 10 3/4"	7 1/2" x 10"

Keep live matter 1/4" from final trim.

File Specifications

File Type	Comments
PDF/PDF x-1a	Acrobat 4.0 and up (PDF 1.3 all fonts embedded—use press options)
TIFF-IT/P1	(FP, CT, LW) Require LW 72 or 80 1/cm Resolution and CT at 12 Resolution No high contour TIFF-IT files accepted

Accepted Proofs	Comments
DIGITAL HALFTONE	Kodak Approval with color bars.
INKJET	Iris or Dupont Waterproof with color bars

2 (two) proofs to accompany each ad.

Special Instructions

Build page to trim and extend bleed beyond page edge. Do NOT apply style attributes. All elements to be placed at 100% with no rotation or cropping. Pantone colors must be in CMYK mode. DPI = 2400

Font Specifications

Font information should include manufacturer, font name, and version. Use stylized fonts and do not apply style attributes to basic fonts.

Media Type

CD-ROM/DVD for Mac, FTP information available

Color Calibration

SWOP standards, GATF/SWOP-approved scales, targets, and control patches. Include 5%, 25%, 50%, 95%, and 100% Cyan, Yellow, Magenta, and Black control patches.

Send Materials To

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